



25th Annual Virginia Literary Awards Celebration

Hosted by the Library of Virginia

Virginia is home to a diverse and ever-growing group of accomplished novelists, nonfiction writers, and poets. *The Virginia Literary Awards* annually honors the finest in Virginia literary achievements with awards recognizing the best in Fiction, Nonfiction, and Poetry. Also awarded are the People's Choice Awards for Fiction and Nonfiction.

In 2022, the *Virginia Literary Awards* will be reimaged with a series of virtual finalist conversations beginning in September that will lead up to the *Awards Ceremony* on **Saturday, October 15.** The multi-talented and award-winning Adriana Trigiani will return as mistress of ceremony with the nominated authors, presenters, and judges all in attendance. The awards ceremony will also feature a nationally recognized speaker. Past speakers have included David Baldacci, Douglas Brinkley, Nikki Giovanni, and Susan Orlean.

This premier event is attended by over 200 people annually. Due to COVID-19, events were livestreamed in 2020 and 2021 for free on our YouTube and Facebook channels resulting in more than 20,000 video views – **doubling the event's reach 100 times over**. The numbers continue to climb because these videos will live online in perpetuity. The 2022 program will connect with more people than ever before through a combination of in-person and live-streamed events.

We hope you will join us for this signature Library event!

Sponsorship Benefits and Levels

RECOGNITION	\$25,000	\$15,000	\$10,000	\$5,000	\$3,500	\$1,500
Recognition at all virtual and in-person events and promotional material associated with events on Facebook live, YouTube and other streaming channels	Leading Logo	Logo	Logo	Logo	Name	Name
Recognition at In-Person Events	Leading Logo	Logo	Logo	Logo	Name	Name
Recognition on event invitation, program, website, and social media	Leading Logo	Logo	Logo	Logo	Name	Name
Opportunity to sponsor author award	as preferred	to be negotiated	to be negotiated	to be negotiated		
Opportunity to sponsor finalist panel presentation	as preferred	to be negotiated	to be negotiated			
Included in paid advertising and related media	Leading Logo	Logo	Logo			
Opportunity to sponsor People's Choice voting and awards	as preferred	to be negotiated	to be negotiated			
Recognition as "Presented By" sponsor	as preferred					

BENEFITS	\$25,000	\$15,000	\$10,000	\$5,000	\$3,500	\$1,500
Copy of Literary Award finalist books	All finalists	Winners	Winners	Winners	Signed copy of your choice	Choice of one
Tickets to in-person Awards Ceremony with pre-function cocktail party with finalists*	Up to 8	Up to 8	Up to 8	Up to 8	Up to 6	2
Tickets to the Mary Lynn Kotz Award Presentation	4	4	4	4	2	2
Opportunity for spokesperson of your choice to announce category winner at the awards ceremony	as preferred	to be negotiated	to be negotiated			
Opportunity for spokesperson of your choice to remote welcome attendees during one of the virtual programs via YouTube, Facebook, and other streaming channels	as preferred	to be negotiated				
Opportunity for spokesperson of your choice to welcome guests during awards ceremony that will also be live streamed to masses via YouTube, Facebook, and other channels.	as preferred					

All sponsor packages include:

- Name recognition on-screen during the *Literary Awards* celebration;
- Promotion on the Library of Virginia social media pages, with 20,000+ followers.
- Promotion on the Library of Virginia and Virginia Shop websites, with more than 4 million unique visitors each year.

Please contact Elaine McFadden at 804-692-3592 or elaine.mcfadden@lva.virginia.gov to discuss sponsorship options.

*The non-deductible portion of each ticket for in-person guests is \$100.